

Adecco

Vietnam
Salary Guide
2023



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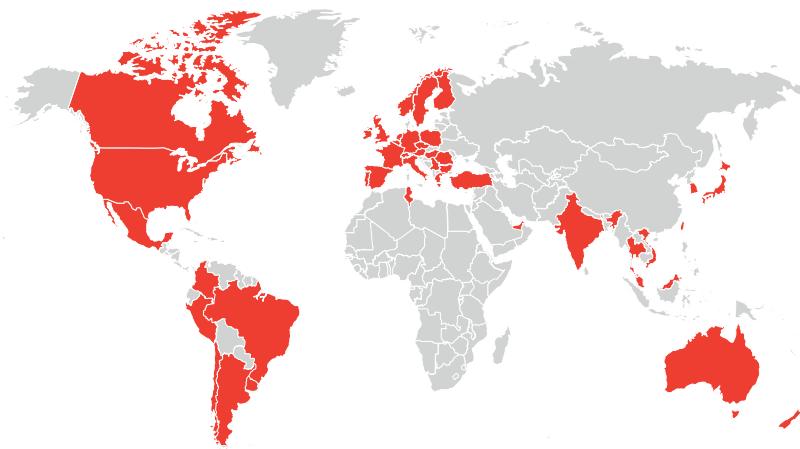
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About Adecco

Adecco is a part of the Adecco Group, which is the world's leading talent solutions and advisory company, driven by a powerful purpose – to make the future work for everyone. We are building on our unique 360° ecosystem of talent solutions and advisory to bring to life our vision of enabling sustainable and lifelong employability for individuals and empowering organisations to optimise their workforces.



60+
countries

5,000
agencies

70,000
employees

Adecco in Vietnam

Established in Vietnam in 2011, we are passionate about offering clients a full range of services to boost efficiency and profitability, and to strike the right balance for every organisation and individual. Our expertise across the full value chain of HR solutions is unparalleled.

2011 year of est.	2 offices	150+ colleagues	1,000+ clients	5,000+ associates	52,000+ candidates
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Permanent Recruitment

We help companies address their need to acquire the strongest talent in a turbulent market, while also helping candidates find the roles that best fit their skills and preferences.

- Sourcing candidates
- Screening CVs
- Conducting interviews and assessments
- Advising hiring managers

Payroll & Staffing

We help companies of all sizes tackle short- and long-term projects with confidence, so they can focus on their competences yet still achieve their business goals.

- Managing the entire temporary recruitment process, from candidate search to payroll and administration
- Managing the client's business process – especially ones with people intensive solutions

HR Solutions & Consulting

- Recruitment Process Outsourcing (RPO)
- Salary Benchmarking Service
- Expat Services / Work Permit Registration
- HR Consulting & Compliance Service
- Assessment Center
- Candidate Assessment Tools
- Professional Reference Check Service

Salary Benchmarking Service

Comprehensive insights on salary ranges and all types of employee benefits within your specific industry, peer groups and the marketplace.



Extensive breakdown of the compensation package.



Detailed benchmark organised by company size, scope or industry.



Comparison of your remuneration scheme to that of your peers.

Foreword

The labour and employment market in 2022 had a turbulent year with many rapid and unpredictable movements.

In early 2022, many factories had to deal with backlogs of orders while many workers who had been to their hometowns during pandemic did not return to major cities to work, which led to a local labour shortage.

However, the scenario reversed at the end of the year when Vietnam had a surplus of workers but a shortage of orders due to the decline in purchasing power in export markets, global political uncertainty, rising living costs, and tight monetary policy, etc. Domestic businesses were forced to cut costs and cut down headcounts. This unexpected "shock" goes against the norm of increased hiring demand during the peak year-end season.

Notably, the news of layoffs in several industries has dominated headlines since the second half of 2022, especially in Technology, E-commerce, and Real Estate. December saw a slow-down of the waves, but their impact has left the market undeniably quieter.

Experts forecast that in the coming time, the production will continue facing difficulties due to a lack of orders, possibly during the end of Q1 or as late as the Q2 of 2023, resulting in many workers being unemployed and losing their jobs. However, it is optimistically believed that by the end of 2023, the situation will improve, and the labour market will soon see the positive. Accordingly, spearhead industries will continue to take advantage and maintain their strong growth momentum. Manufacturing, especially in wood production, footwear, apparel, etc., will soon make a recovery or even a breakthrough at the end of 2023. With higher purchasing power as well as higher living standard of consumers in the domestic market, Consumer Goods and Healthcare remains as well-performing sectors with stable and even booming demand.

Despite the economic uncertainty, 47% of employers still plan to keep headcounts the same in 2023 as it was in 2022, and 43% even expect an increase of their headcounts according to Adecco Vietnam's research "**HR Landscape and Labour Market Outlook 2023**". Top industries with headcount increase forecast are Manufacturing; Supply chain, Logistics & Transportation; and Healthcare, Medical & Science.

Regarding to main objectives, efficient cost control is key driver to HR decision in 2023. Majority of employers are seeking cross-over-skilled staff to handle multitasking roles (nearly a half of respondents prioritise this skill). Together with the dominance of digitalisation, there will be a high demand for highly skilled workers, particularly those with good digital knowledge and adaptability.

While the economic tension is boosting employers to seek cost-balanced solutions for their businesses, employees are trying to manage their living costs to cope with the inflation. Indeed, majority of working people in our study placed salary among the top factors that impact their career choice.

In this ever-changing market while competition is severe and highly skilled candidates are scarce with complex job expectation, we understand it would be tough for businesses to make decision regarding their people. With diverse experiences in the HR industry and more than 11 years in the Vietnam market, Adecco Vietnam can offer more than just Payroll and Recruitment services. We provide one-stop solutions for all your HR needs, from Training, Candidate Assessment Tools to Salary Benchmarking, to bring you both convenience and efficiency in running your business and managing your workforce.



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This 10th edition of **Vietnam Salary Guide** is another effort from Adecco Vietnam to provide you with a broad overview of the current market offerings in 2 major cities: Hanoi and Ho Chi Minh City.

We hope this release will be a handy tool with strategic talent development and recruitment in 2023 for both job seekers and HR professionals. For comprehensive data on salary, compensation, and all types of employee benefits within your specific industry, peer groups, or the marketplace, please refer to our **Salary Benchmarking Service**.

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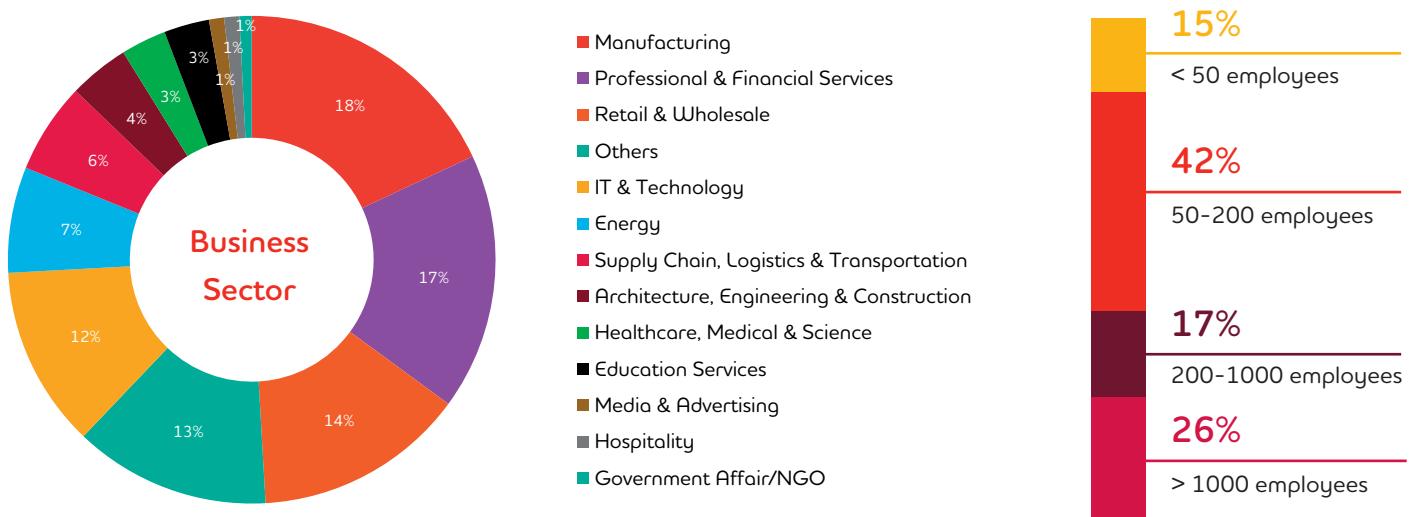
Thanh Le

Country Director, Adecco Vietnam

HR landscape outlook 2023

We gather insights from business decision-makers and HR experts to form a holistic view of HR related aspects of past market in 2022 and a forecast for 2023. The survey was conducted in January 2023 with respondents from across Vietnam.

Break-down business sector and scaling of the respondents



Top 3 challenges in HR management in 2022

- | | | |
|---|---|---|
|  |  |  |
| Attract and recruit qualified candidates | Insufficient source of qualified candidates | Retain current employees |

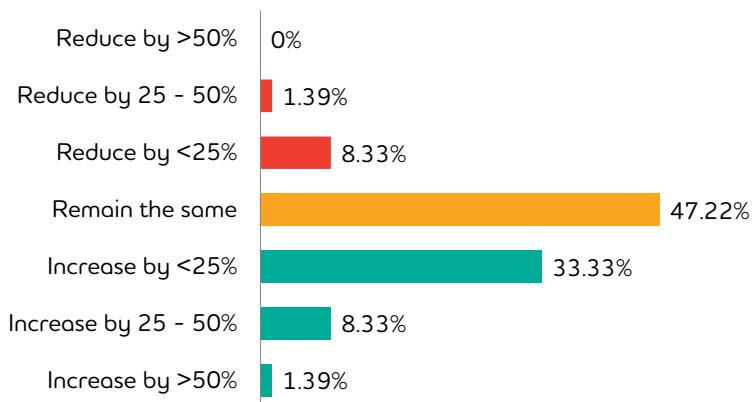
Top 6 prioritised HR objectives in 2023

Improve people's productivity and performance	1
Effectively manage employment cost	2
Lower turnover rate / Improve retention	3
Improve compensation and benefit packages	4
Enhance brand image or employer brand	5
Improve employee engagement	6

Top sought-after criteria in selecting candidates

- | | |
|------------|--|
| 90% | Job-related experience |
| 67% | Interpersonal and communication skills |
| 44% | Crossover skills to handle multi-tasks |
| 38% | Soft skills |
| 25% | Years of working experience |
| 15% | Qualification / Degree |

Headcount plan for 2023 as compared to 2022



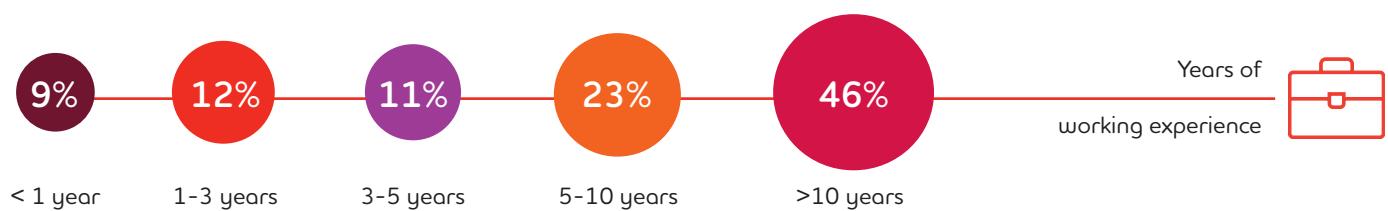
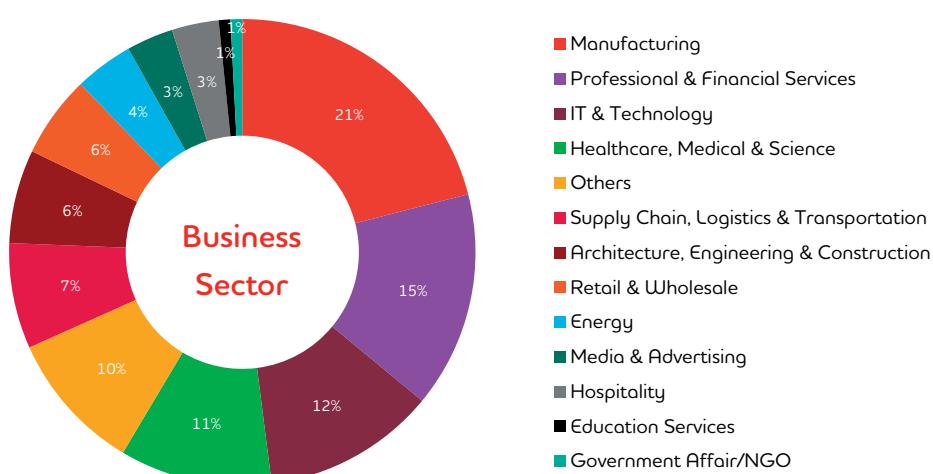
Top sectors with increased headcount forecast in 2023

- | | |
|---|--|
|  | Supply Chain, Logistics & Transportation |
|  | Manufacturing |
|  | Healthcare, Medical & Science |

Labour market outlook 2023

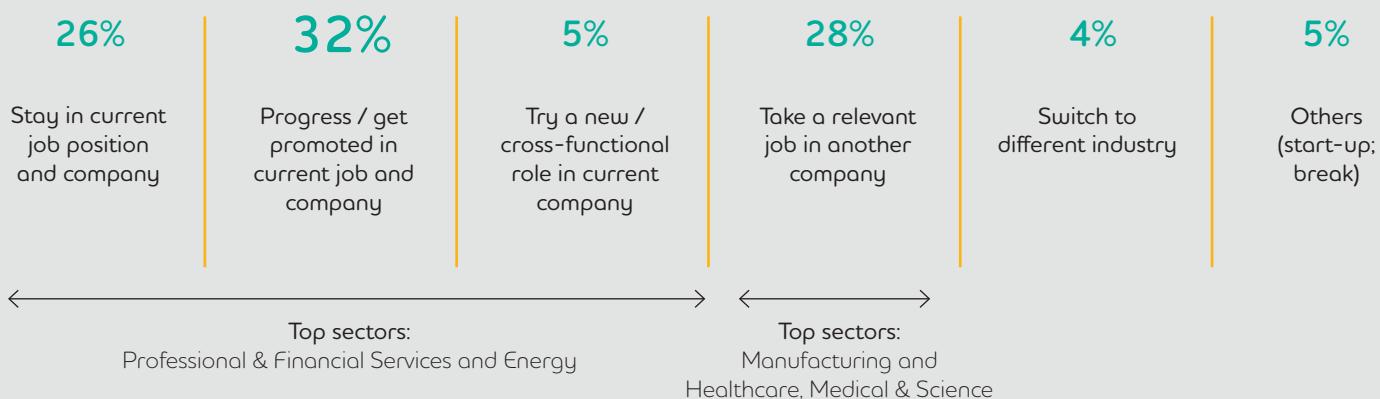
The research asked working people across 12 major business sectors to collect insights relating to their current job experience and upcoming career objectives for 2023. The survey was conducted in January 2023 with respondents from across Vietnam.

Break-down business sector and years of experience of the respondents

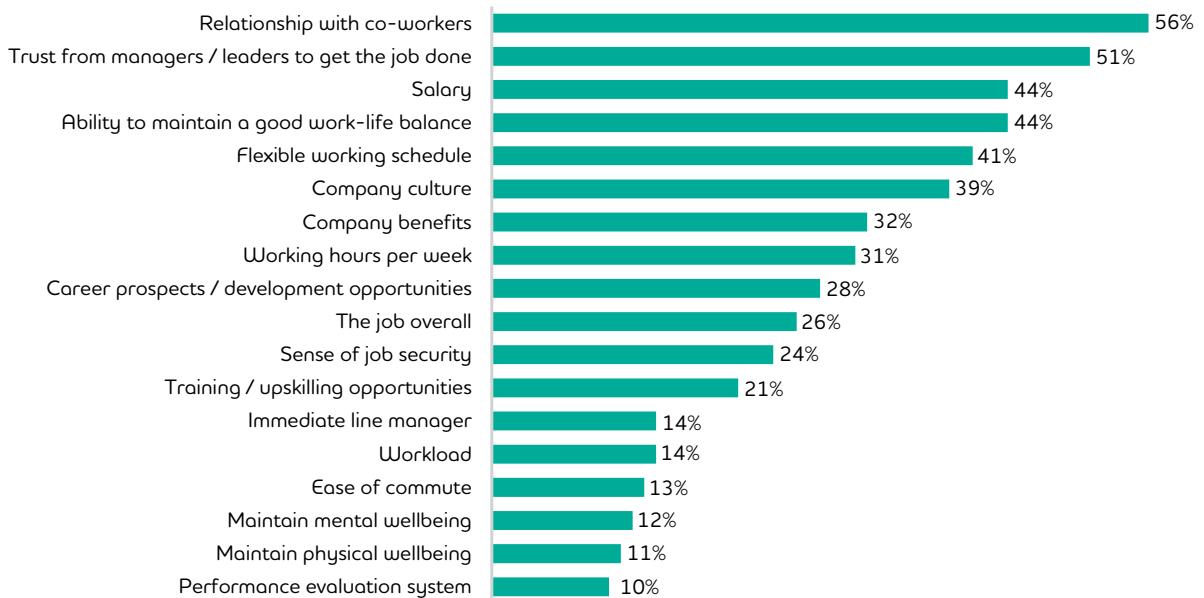


Career plan in the next 12 months

The decision to change company was not seen at more than half of the respondents.



Satisfaction level with the current / most recent job



External factors that most impact career decision



Top factors influence career decision



Salary Guide

2023

Disclaimer

The Adecco Vietnam Salary Guide 2023 is a value-added service to our clients and candidates.

Whilst every care is taken in the collection and compilation of data, the guide is interpretive and indicative, not conclusive.

Therefore, information should be used as a guideline only and should not be reproduced in total or by section without written permission from Adecco Vietnam. The figures in this salary guide are based on the data from Adecco Vietnam's clients and candidates. They reflect the typical salary for an individual's job based on location, experience, education, certifications and other considerations.

Salaries for your position may be further influenced by company size, benefits offered, local supply and demand trends. The data in our guide represents base salary only.

All salaries mentioned in this Salary Guide are **gross monthly wages (in VND million)**.



Human Resources

Market overview

2022 observes a return of high hiring demands for HR functions across different industries together with the massive movements of HR professionals from mid-senior to top management level.

Recruitment of HR professionals continues to be noticeable in both Manufacturing and Technology industries with remarkable job orders for Head of HR, HR Manager, and HR Business Partner. As the supplies of experienced candidate within the relevant industries had no longer met the excessive hiring demands, employer's preferences had shifted towards candidates from different industries yet with strong HR practice in MNCs, strategic in business transformation, building company culture, talent management and employee engagement.

We did also notice the need for HR professionals across functions within Retail industry, which marked the successful recovery of the industry, itself after all the immense challenges caused by Covid-19 pandemic.

2022 also marked the year in which we received great amount of hiring requests from smaller enterprises across industries for Office / Administration Manager, who not only handles office facilities and administration but also manages accounting / finance and HR service providers that we then observed the trend of SMEs to outsource the most parts of HR operations to outside HR service agencies.



Advices for employers

Gen Z is joining the labour force with much promising potential and is becoming an important part of an organisation. The employers should actively drive on culture change to adapt, retain as well as structure learning and development programs that close the gap.

Employers should design tailor-made career training progress for different levels to catch up and leverage business opportunities. By doing this, they can create key non-financial benefits that are highly appreciated by the employees.

Advices for employees

Candidate with business partner mindset will be at the top criteria for selection process. Thus, acquiring and nurturing such mindset through deeply engaging with and understanding about organisation's goals is important to sharpen candidate's competency.

Beside being business partner, candidate is also required to be technology savvy and possess a digital mindset that is essential for the era of HR Digital Transformation.

Unlocking potential through proactively involving in HR agility projects will help employees fuel performance in the future.

Position	HCMC		Hanoi	
	1-5 years of exp.	5+ years of exp.	1-5 years of exp.	5+ years of exp.
Board of Management				
Chief People Officer / Chief HR Officer / Head of HR	150 - 220	200 - 300	110 - 150	150 - 280
HR Director	150 - 220	200 - 300	80 - 110	110 - 210
General HR				
HRBP Manager	60 - 100	90 - 140	40 - 60	60 - 90
HR Manager	60 - 100	90 - 150	45 - 65	60 - 100
HR Executive	10 - 27		10 - 15	15 - 20
HRBP	35 - 50	45 - 70	25 - 35	35 - 45
Assistant HRM	35 - 50	N/A	25 - 45	45 - 55
Talent Acquisition				
TA Manager	50 - 80	80 - 120	40 - 60	60 - 80
Assistant TA Manager	N/A	N/A	25 - 40	40 - 55
Learning & Development				
L&D Manager	50 - 80	80 - 120	40 - 65	65 - 80
Training Manager	N/A	N/A	N/A	60 - 75
Compensation & Benefits				
C&B Manager	50 - 75	70 - 120	25 - 40	40 - 50
Total Rewards Manager	50 - 75	70 - 120	45 - 65	65 - 95
Office Manager	30 - 40	40 - 60	30 - 40	50 - 60

Legal

Market overview

Despite the severe consequences and impact caused by Covid-19, the overall demand for in-house and private-practice legal professionals was still at high record in 2022.

The need for qualified mid to senior lawyers continued to rise in law firms. Meanwhile, corporations had been striving not only to retain but also to attract legal candidates at middle / senior level. We did observe the high volume of client orders for Legal Counsel and Legal Manager vacancies, the industries of which heavily focused on Renewable Energy and E-commerce.

The second half of 2022 witnessed a massive restructuring and / or layoff wave in various industries, noticeably in Real Estate and Manufacturing leading to the lower demand in top-notched legal professionals. Nevertheless, the need for legal professionals at middle level remains unchanged. Yet, we witnessed the emergence of employing legal professionals within Industrial / Warehouse Development already started from the beginning of the year.



Advices for employers

Employers should invest more on trainings for their Legal team in areas such as Investment, Project Management, M&A, and Analytical Skills in order to better prepare them for recent and upcoming market opportunities.

Advices for employees

As legal professional has been transforming into being legal business partner, employer's hiring preferences are candidates with strong stakeholders management skills, good analytical mindset, business and financial acumen.

It is essential for Lawyers / Legal counsel to improve their language skills and update LegalTech trends to keep up with many international transactions and M&A opportunities.

Position	HCMC		Hanoi	
	1-5 years of exp.	5+ years of exp.	1-5 years of exp.	5+ years of exp.
Law firm				
Counsel	150 - 200	180 - 250	120 - 180	180 - 230
Senior Associate (Qualified Lawyer)	110 - 180	150 - 220	90 - 120	120 - 160
Associate	40 - 80	70 - 120	40 - 60	60 - 85
Paralegal / Legal Assistant	15 - 25	20 - 30	15 - 30	30 - 45
In-house legal				
Head of Legal / General Counsel / Legal Director	150 - 200	200 - 300	100 - 150	150 - 250
Senior Legal Manager / Senior Legal Counsel	90 - 140		100 - 150	
Legal Manager	60 - 80	80 - 100	70 - 100	100 - 130
Legal Counsel	60 - 80	80 - 100	40 - 60	60 - 80
Associate Counsel	40 - 60	50 - 70	30 - 50	
Legal Specialist	25 - 40		15 - 30	30 - 40

Technology & Media

Market overview

2022 has been a year of drastic changes in the technology market. The early half of 2022 witnessed a preference toward the digital and technology talents. Companies significantly focused on their tech and digital capabilities. Along with tech start-ups who were on a right track of business-scaling, the large conglomerates have also been giving a considerable attention toward digital transformation programs.

The second half 2022 was a full-of-surprise period for the technology market as tech layoffs news have been taking over all the headlines since early July. The reversal of over-hiring and companies' cost-cutting measurement are seen

as fundamental reasons. December saw a slow-down of the layoff waves, but their impact has left the technology market undeniably quieter.

As a result, 2023 can be a year of highly careful hiring decisions for tech companies. Meanwhile, traditional firms, with sound fundamentals that has yet to completely modernise, can embrace this as an opportunity for modernisation and digital transformation, outcompeting tech companies in hiring the high-quality talents who were only inclined to the hi-tech and internet giants in the past.



Advices for employers

Despite the massive layoffs occurring recently, the jobs and workforce in Big Data, AI, ML and Digital Transformation fields remain essential and needed in Technology sector. The employers should maintain a core team in this field to be ahead of the arising technological trends.

Designing upskilling and reskilling training programs to retain top talents will help employer minimise opportunity cost.

Advices for employees

Improving language skill and self management skills are key learnings for tech employees as it is market trend.

It is essential to continuously acquire and keep updated with the latest knowledge and technologies such as AI, ML, etc.

Position	HCMC		Hanoi	
	1-5 years of exp.	5+ years of exp.	1-5 years of exp.	5+ years of exp.
Software				
CIO - CTO	180 - 250	250 - 350	140 - 180	180 - 200
Head of Digital Transformation	100 - 150	150 - 200	100 - 120	120 - 150
Software / Solution Architect	70 - 120	120 - 190	40 - 60	60 - 120
Senior Business Analyst	45 - 60	60 - 80	35 - 45	40 - 60
Software Engineer	20 - 70	70 - 120	20 - 40	40 - 80
QA / QC Manager	50 - 70	70 - 90	15 - 30	30 - 60
QA / QC Engineer	30 - 45	45 - 70	15 - 30	30 - 50
System Engineer	20 - 45	45 - 80	15 - 25	25 - 40
DevOps	35 - 70	70 - 120	20 - 30	30 - 60
Data Engineer	35 - 70	80 - 120	18 - 60	30 - 120
Data Scientist	95 - 140	120 - 190	20 - 60	60 - 150
UI / UX Designer	35 - 60	60 - 95	15 - 40	40 - 80
E-commerce				
Head of E-commerce	60 - 80	80 - 100	50 - 80	80 - 120
Head of Sales	60 - 80	80 - 100	40 - 80	80 - 100
Customer Success Manager	45 - 70	70 - 100	30 - 50	50 - 80
IT In-house				
IT Director	120 - 150	150 - 240	60 - 100	100 - 120
IT Manager	70 - 90	100 - 160	40 - 60	60 - 80
Infrastructure Manager	70 - 90	90 - 120	40 - 60	60 - 80
IT Support / Helpdesk	25 - 35	35 - 50	10 - 20	20 - 25
Media				
Head of Digital	50 - 70	70 - 90	40 - 60	60 - 80
Account Director	50 - 70	70 - 100	30 - 50	50 - 60
Art Director	40 - 60	60 - 80	50 - 70	70 - 100
Creative Director	50 - 70	70 - 90	50 - 70	70 - 100

Sales & Marketing: FMCG

Market overview

Consumer Goods industry is one of the key driving forces of the national economic recovery with strong performance throughout 2022.

Despite the impact of rising living costs, the consumer spending over 2023 is expected to grow thanks to the wider economic recovery and growth figures will return to a more stable and medium-term trajectory.

With the rapid growing and bounce back from the pandemic, FMCG requires a large number of Sales and Marketing in 2023.

The continuously growing popularity of digitalisation, social media, and some of the new omnichannels is shaping the consumers' demands and behaviours within the industry. Talents with digital or e-commerce skill sets are believed to be highly sought-after as companies need their expertise to drive digital transformation and take the lead on the market.



Advices for employers

Businesses should proactively adopt modern leadership styles that focus more on culture and connection rather than strict control so as to foster an open, active and creative working environment.

Frequent updates for employees on current market situation as well as training on important researching, data analysis, servicing, and interpersonal skills are crucial to level up employees' competency and eventually enhance the quality of the offerings.

Advices for employees

Understanding the company's strategies, communicating proactively with consumers, and gaining customer insights are key selling points for job applicants.

Actively participating in relevant training courses to improve productivity and motivation at work will help employees feel confident and attached to the organisation.

Position	HCMC		Hanoi	
	1-5 years of exp.	5+ years of exp.	1-5 years of exp.	5+ years of exp.
Board of Management				
General Manager / Managing Director	250 - 350	350 - 550	250 - 300	280 - 380
Commercial Director	180 - 280	250 - 380	160 - 200	180 - 260
Sales				
Sales Director	150 - 200	250 - 350	130 - 160	150 - 220
Head of Traditional Trade	100 - 150	150 - 250	100 - 160	130 - 180
Head of Modern Trade	90 - 150	150 - 200	80 - 130	120 - 160
National Sales Manager / National Sales Head	90 - 150	150 - 200	90 - 140	120 - 180
Regional Sales Manager	80 - 120	120 - 150	55 - 80	60 - 100
E-commerce Manager	60 - 80	80 - 120	40 - 65	50 - 80
Area Sales Manager	30 - 45	45 - 65	25 - 40	40 - 55
Key Account Manager	30 - 50	50 - 70	30 - 50	40 - 70
Trade Marketing Manager	40 - 60	60 - 90	40 - 55	55 - 70
Route to Market Manager	35 - 50	50 - 70	40 - 60	50 - 75
Sales Capability Manager	50 - 60	60 - 80	40 - 50	50 - 65
Sales Operations Manager	50 - 60	60 - 80	40 - 55	50 - 70
Marketing				
Marketing Director	120 - 160	180 - 350	90 - 150	150 - 200
Marketing Manager	50 - 90	90 - 150	50 - 70	60 - 90
Senior Brand Manager	60 - 90	90 - 130	50 - 80	70 - 110
Brand / Product Manager	50 - 80	80 - 100	40 - 55	50 - 75
PR & Communications Manager	30 - 50	50 - 90	40 - 60	55 - 80
Digital Marketing Manager	30 - 60	60 - 80	40 - 55	50 - 80
Assistant Brand / Product Manager	25 - 35	35 - 45	25 - 35	30 - 45
Customer Insight Manager	35 - 50	50 - 80	N/A	N/A
Retail				
Retail Director	70 - 100	100 - 200	N/A	N/A
Head of Operations	80 - 100	100 - 150	80 - 100	90 - 150
Head of Merchandise	80 - 100	100 - 140	N/A	N/A
Store Manager	25 - 40	40 - 70	35 - 60	40 - 70
Department Manager	25 - 30	30 - 40	20 - 40	25 - 45
Purchasing Manager	45 - 60	70 - 120	35 - 45	40 - 60
Purchasing Director	80 - 100	100 - 150	N/A	N/A
Category / Merchandise Manager	45 - 60	60 - 80	35 - 55	40 - 65

Sales & Marketing: Healthcare

Market overview

Despite the inflation and economic recession, the Healthcare industry in Vietnam is forecasted to continue to grow steadily in the coming period when the demand for medical examination and treatment, drug prices, and hospital fees increase sharply and input costs increase at a much slower rate.

In recent years, the Healthcare market in Vietnam has been growing rapidly. During and after the Covid-19 pandemic outbreak, this industry has even more opportunities to develop because there are more medical needs and people are increasingly aware of their health.

Vietnam's Healthcare industry is segmented into three sub-sectors: Medical equipment, Pharmaceuticals, as well as Hospitals and clinics. There has been a shift in labour force from public to private hospitals due to low wages, high health and regulatory risks, and poor public facilities.

In 2023, as the positive change in consumers behaviour opens up more opportunities for the growth of pharmaceutical and medical device sectors, the need for talent will also continue to grow within Healthcare organisations. Coming along the digitalisation, opportunities arise for talents with good digital adaptability to embrace new positions.



Advices for employers

Companies should provide intensive training on mandatory comprehensive skillsets related to sales, tender, and marketing so that the employees can adapt with company's personnel restructure (simplify the organisational structure).

Advices for employees

Employees in this field should enhance the multitasking ability, team management, area management and supply chain management competency as well as continuously improve language proficiency and soft skills.

Position	HCMC		Hanoi	
	1-5 years of exp.	5+ years of exp.	1-5 years of exp.	5+ years of exp.
General Management				
General Manager / Managing Director	300 - 400	400 - 600	N/A	N/A
Head of Business Unit	150 - 250	250 - 400	N/A	N/A
Sales				
Head of Sales	100 - 150	150 - 250	100 - 150	150 - 200
Regional Sales Manager	80 - 120	100 - 150	70 - 100	100 - 150
District Sales Manager	40 - 60	60 - 75	35 - 50	50 - 70
Business Development Manager	58 - 80	75 - 90	40 - 60	60 - 90
Head of Market Access	60 - 80	80 - 100	N/A	N/A
Key Account Manager	40 - 50	45 - 60	25 - 40	40 - 55
Head of Commercial Excellence	80 - 120	120 - 150	N/A	N/A
Sales Force Effectiveness Manager	45 - 65	70 - 80	N/A	N/A
Sales Force Training Manager	40 - 60	60 - 75	N/A	N/A
Marketing				
Head of Marketing	80 - 100	100 - 150	N/A	N/A
Group Product Manager	80 - 100	100 - 120	N/A	N/A
Product Manager	45 - 65	65 - 85	35 - 50	50 - 70
Medical Affairs & Regulatory Affairs				
Head of Medical Affairs	120 - 160	160 - 220	N/A	N/A
Medical Affairs Manager	50 - 80	80 - 100	45 - 60	60 - 100
Medical Science Liaison	40 - 60	55 - 70	35 - 50	50 - 65
Head of Regulatory Affairs	100 - 150	150 - 200	90 - 120	120 - 150
Regulatory Affairs Manager	40 - 60	60 - 80	40 - 50	50 - 80
Technical				
Service Manager (Medical Device)	35 - 55	55 - 75	45 - 55	55 - 75
Service Engineer (Medical Device)	15 - 30	30 - 40	15 - 27	25 - 40
Application Specialist (Medical Device)	15 - 20	20 - 35	15 - 30	30 - 40

Sales & Marketing: Industrials

Market overview

The industry's expectation for a strong recovery from Covid-19 pandemic in 2022 is held up by the fear of economic recession and inflation in 2023.

Real Estate & Construction, Garment, Footwear, Textile, and Furniture industries experienced a wide-scale layoffs and this trend is expected to continue in 2023, creating a clear downturn for the market demand in labour resource, especially for commercial roles.

Despite all the difficulties, Logistic, Manufacturing, and Agriculture are expected to drive the Vietnam economy's continued development. Meanwhile, Construction and Renewable Energy confront significant challenges in national regulatory and demand.

For job seekers, hybrid working model and job stability are quickly replacing the salary increasement to be the "make-or-break" requirement.



Advices for employers

Employers should provide technical training courses as well solution sales training to retain top talents in the mid of high demand of Sales & Marketing talents.

Putting more efforts on improving working conditions and promoting mental wellbeing, recognition and motivation initiatives will help businesses engage and retain highly skilled personnel.

Advices for employees

People working in this field should proactively update knowledge about new solutions and new products to explore more opportunities to do business with existing customers as well as approach more prospects and achieve business goals.

Having a business partner mindset as well as understanding the organisation's goals will help the technical team align better with sales team to focus on what client needs, thus offering more suitable supports.

With the personnel in the technical support function, the advice is to always collect customer feedback as well as actively participate in the training courses, especially the training about soft skills, to improve customer service quality and get more positive client feedback.

Position	HCMC		Hanoi	
	1-5 years of exp.	5+ years of exp.	1-5 years of exp.	5+ years of exp.
Board of management				
General Manager / Managing Director	230 - 280	280 - 300	150 - 180	180 - 250
Chief Representative	90 - 150	130 - 220	100 - 150	120 - 220
Commercial Head	90 - 130	130 - 170	N/A	N/A
Sales				
Sales Director / National Sales Manager	100 - 150	130 - 200	100 - 130	120 - 200
Business Development Manager	45 - 70	70 - 80	40 - 60	50 - 90
Key Account Manager	45 - 70	70 - 80	35 - 50	45 - 75
Area Sales Manager	35 - 55	55 - 70	35 - 45	40 - 55
Key Account Executive	20 - 30	30 - 35	20 - 30	25 - 35
Technical Sales Representative	25 - 35	35 - 45	20 - 30	25 - 35
Area Sales Representative	20 - 30	30 - 35	18 - 27	23 - 32
Business Development Specialist	20 - 30	30 - 35	25 - 35	30 - 40
Marketing				
Marketing Director	120 - 185	185 - 230	70 - 100	100 - 150
Marketing Manager	60 - 90	90 - 100	40 - 60	50 - 70
Product Manager	55 - 65	65 - 75	40 - 50	45 - 65
Marketing Executive / Specialist	25 - 35	35 - 45	20 - 30	30 - 40

Engineering & Manufacturing

Market overview

The year 2022 witnessed a fairly stable recovery in sectors namely Chemicals, Rubber & Plastics, FMCG, Mechanicals and Electronics, given the fact that the escalating tensions between Russia and Ukraine and China's zero covid policy have made an impact on global supply chain.

Some industries such as Electronics Component, Consumer Electronics, Garment & Textile, Footwear & Apparel are seeing a critical reduction of sales orders due to the significantly increasing fuel and materials price. Meanwhile, companies in Packaging, Oil & Gas, Plastics & Rubber and Electronics Component sectors lead the factory expansion / greenfield construction activities to grow business in Vietnam.

The sourcing sector is still anticipated to be one of the fastest-growing in 2023 when a number of multinational corporations have chosen to enter Vietnam market.

On the overall, job opportunities in 2022 from Engineering & Manufacturing industry has increased 25% as compared to 2021, and still been on the upward trend.

Top skills: multitasking; technical knowledge; capacity for problem-solving and planning.

Top 3 positions with high hiring demand: Supply Chain, Quality, Project Management

New position with high hiring demand: Sustainability Manager



Advices for employers

Employers are recommended to transform aggressively and be able to calculate the productivity per headcount in order to optimise the productivity and efficiency.

Advices for employees

Candidates in the Manufacturing sector will benefit from the moving of global manufacturers from China by having access to more work possibilities and greater wages while also facing with a more competitive market. Candidates are required to improve their language abilities and understanding of new technologies in order to keep up with the rising demand for qualified applicants from businesses.

Employees should equip and comply with the law and compliance guide to follow and protect their rights, especially in unexpected circumstances such as mass layoffs, litigation related to labour relations, etc.

Position	HCMC		Hanoi	
	1-5 years of exp.	5+ years of exp.	1-5 years of exp.	5+ years of exp.
Engineering				
Chief Engineer	40 - 60	60 - 90	25 - 45	45 - 60
Engineering Manager (Manufacturing)	60 - 95	95 - 180	40 - 60	60 - 80
Engineering Manager (R&D)	45 - 85	85 - 150	40 - 60	60 - 80
Application Engineer	15 - 45	45 - 75	15 - 25	15 - 35
Electrical / Mechanical / Chemical Engineer	12 - 35	35 - 50	15 - 25	25 - 30
IE / Process Improvement Engineer	15 - 35	35 - 55	15 - 25	25 - 30
Manufacturing				
Head of Production	55 - 100	100 - 250	50 - 75	75 - 100
Production Supervisor	25 - 38	35 - 60	25 - 30	30 - 40
Operation Director / Factory Director	80 - 140	130 - 400	90 - 120	120 - 200
Production Planning Manager	50 - 90	70 - 120	40 - 60	60 - 80
EHSS Manager	60 - 90	90 - 150	40 - 60	60 - 80
Quality Manager	55 - 90	100 - 150	40 - 60	60 - 80
Supply Chain Manager	60 - 120	120 - 300	50 - 70	70 - 100
Procurement Manager	45 - 85	85 - 160	40 - 60	60 - 80
Project Manager (OPEX, CAPEX, Greenfield)	45 - 80	80 - 180	50 - 70	60 - 80
Project Manager	45 - 85	85 - 170	30 - 50	50 - 70
Logistic Manager	50 - 80	80 - 100	40 - 55	50 - 75
Warehouse Manager	45 - 70	70 - 90	40 - 50	50 - 60
Maintenance Manager	50 - 70	70 - 100	35 - 50	50 - 70
Facilities Manager	45 - 75	75 - 95	35 - 50	50 - 70
Sourcing				
Sourcing Director (General Manager)	120 - 180	180 - 230	90 - 110	110 - 180
Sourcing Manager	80 - 100	100 - 120	55 - 70	70 - 110
Quality Manager	60 - 90	90 - 120	50 - 80	80 - 110
Technical Manager / Product Development Manager / Product Engineering Manager	60 - 90	90 - 120	50 - 80	80 - 110
Supply Chain Operations Manager / Merchandise Manager	80 - 100	100 - 150	50 - 80	80 - 120
Responsible Sourcing Manager / Social Compliance Manager	80 - 100	100 - 150	35 - 55	45 - 65
Finishing Manager	60 - 80	80 - 100	N/A	N/A

Engineering & Manufacturing

Position	HCMC		Hanoi	
	1-5 years of exp.	5+ years of exp.	1-5 years of exp.	5+ years of exp.
Sourcing				
Trade Compliance Manager	70 - 100	100 - 120	N/A	N/A
Sustainability Manager	70 - 100	100 - 150	40 - 60	60 - 80
Logistic Manager	60 - 80	80 - 100	40 - 50	50 - 80
Production Manager / Manufacturing Manager	60 - 90	90 - 120	40 - 80	80 - 120
Packaging Manager	60 - 80	80 - 100	N/A	N/A
Quality Engineer	30 - 45	45 - 60	30 - 50	50 - 70
Sourcing Specialist	30 - 45	45 - 60	20 - 40	40 - 60
Product Development Engineer	30 - 45	45 - 60	20 - 35	30 - 50
Supply Chain Operations Specialist / Merchandiser	30 - 45	45 - 60	25 - 35	30 - 40
Responsible Sourcing Specialist / Compliance Specialist	30 - 45	45 - 60	N/A	N/A
Finishing Technician	30 - 45	45 - 60	N/A	N/A
Trade Compliance Specialist	30 - 45	45 - 60	20 - 30	30 - 50
Sustainability Specialist	30 - 45	45 - 60	20 - 30	30 - 40
Logistic Specialist	30 - 45	45 - 60	20 - 30	30 - 40
Production Engineer / Manufacturing Engineer	30 - 45	45 - 60	15 - 25	20 - 30
Packaging Engineer	30 - 45	45 - 60	12 - 20	15 - 23



Financial Services

Market overview

In 2023, the Banking landscape in Vietnam is expected to accelerate its digital transformation. The Covid-19 pandemic has resulted in a significant shift in customer behaviour and the way customers interact with banks.

Banks and financial institutions will most likely prefer and use digital platforms as their primary channel. These banks and financial institutions will be actively hiring and opening up more positions as digital transformation is fully integrated into the business operations.

The newly created roles include Sales and Marketing, Partnership Development, and various levels of positions. Chief of Risk, Transformations Head, Underwriting Manager, Credit Analysts, Communications Manager and Investment Managers are examples of the highly sought-after roles for this year.

Talents who enhance their skill sets in process improvement management, strategic planning, problem solving, and risk management will be able to capitalise on emerging job opportunities. These abilities will assist businesses in dealing with the challenges that the pandemic may present in the future.



Advices for employers

Due to the increasing hiring demand for high-tech talents in Financial Services, investing in recruitment campaigns or expanding the candidate pool to tech universities or tech companies will benefit the talent need of the company.

Advices for employees

As the banking industry are applying Digital Transformation into their business, the enrichment of hands-on practice in this new trend will help employees acquire career opportunities in the future.

Deep understanding of risk management standards and processes will help employees avoid unexpected situations when dealing with stakeholders.

The employees should consider widening their career opportunities, especially those who are under the negative effects imposed by the organisations during the tough and uncertain periods in 2023.

Position	HCMC		Hanoi	
	1-5 years of exp.	5+ years of exp.	1-5 years of exp.	5+ years of exp.
Fund Management				
Group Chief Executive Officer – Private Equity Investee	200 - 350	350 - 600	250 - 350	335 - 450
Investment Director, Private Equities	120 - 200	150 - 300	120 - 180	170 - 300
Head of Equity Research	100 - 180	130 - 250	80 - 120	150 - 250
Head of Investment Banking	100 - 150	150 - 300	80 - 120	150 - 250
Investment Analyst	25 - 35	35 - 50	30 - 50	50 - 80
Risk Management & Collection				
Head of Risk Management	80 - 100	120 - 200	N/A	N/A
Head of Credit Risks	90 - 130	130 - 180	100 - 120	120 - 230
Head of Collection	80 - 100	100 - 160	N/A	N/A
Underwriting				
Underwriting Manager	60 - 100	80 - 150	N/A	N/A
Personal Financial Services				
Head of Personal Financial Services – Retail Banking / Mortgage / Consumer Lending	80 - 120	120 - 180	70 - 100	150 - 200
Head of Partnerships / Bancassurance	80 - 120	120 - 180	N/A	N/A
Strategy				
Chief Innovation Officer	130 - 250	200 - 400	N/A	N/A
Head of Strategy and Operations Management	120 - 170	150 - 270	N/A	N/A
Senior Director, Actuarial Pricing and Strategies	100 - 160	150 - 250	N/A	N/A
Audit & Advisory				
Audit / Deals Advisory Director	70 - 90	95 - 130	60 - 80	70 - 100
Audit / Deals Advisory Manager	40 - 60	60 - 80	35 - 45	40 - 60
Audit / Deals Advisory Specialist	15 - 30	30 - 45	18 - 30	25 - 35
Internal Audit				
Internal Audit Director	100 - 130	130 - 200	70 - 100	100 - 130
Internal Audit Manager	50 - 70	70 - 100	50 - 80	80 - 150
Internal Audit Specialist	N/A	N/A	20 - 40	30 - 50

Finance & Accounting

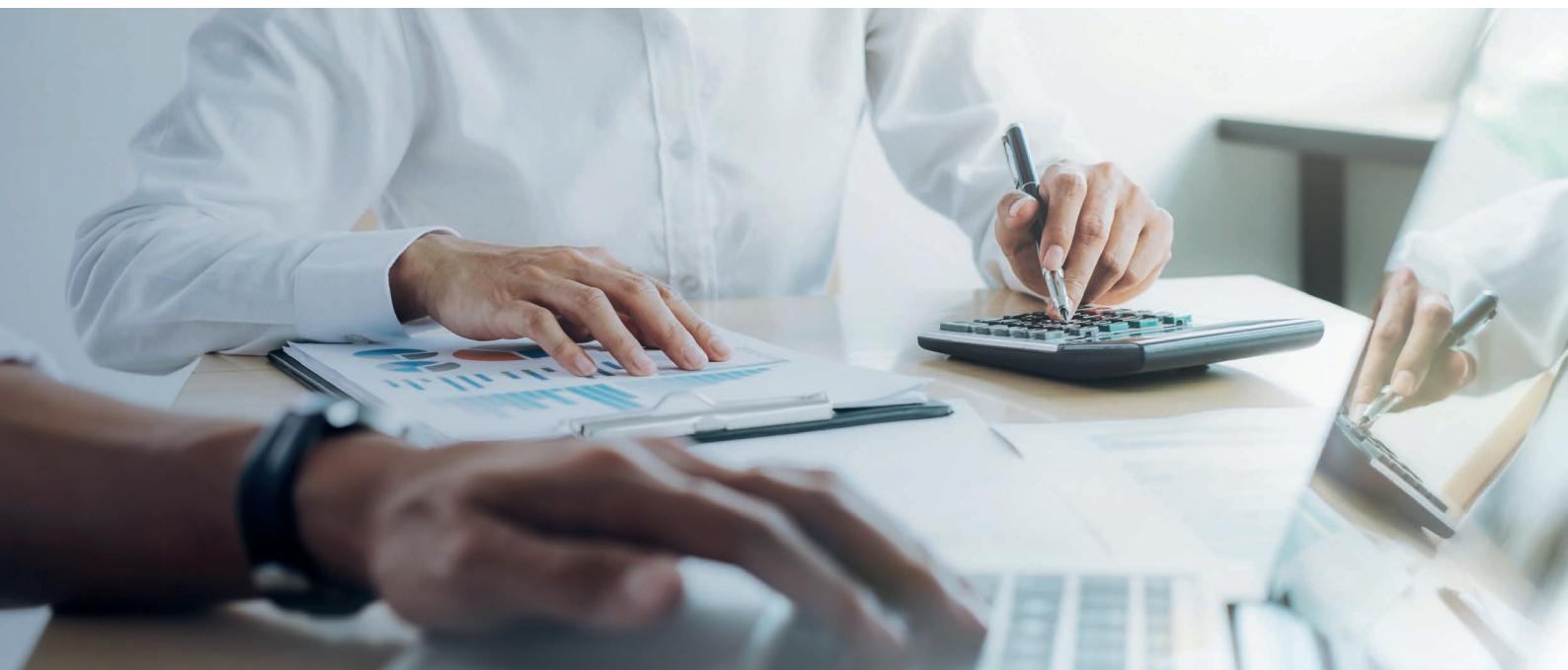
Market overview

2022 saw a successful recovery of Finance and Accounting labour market after Covid-19 with a significant increase of hiring requests from middle to senior levels across the year.

Vietnam labour market has recently become potential to be the Regional Accounting and Finance & Controlling hub due to

our lower labour cost as compared to other countries within the region.

The improvement in working environment of the market in 2022 led to the new trend in candidate movement. We observed the tendency of candidates shifting from FDIs to local or joint-venture enterprises during the year.



Advices for employers

Companies should invest in technology infrastructure to support the financial and accounting activities.

Along with developing effective recruitment strategy to on-board talents with digital mindset and adaptability, companies should also frequently deliver training and update latest technologies / systems for their people so as to stay up to date with the market.

Advices for employees

Candidates should build and develop a business partner mindset to coordinate with other departments effectively and support the organisation better.

With the strong growth of FDI investment, the candidate with international certifications are greatly appreciated such as CFA, ACCA, CPA.

Position	HCMC		Hanoi	
	1-5 years of exp.	5+ years of exp.	1-5 years of exp.	5+ years of exp.
Finance				
Chief Finance Officer	200 - 280	300+	120 - 160	140 - 260
Finance Director	150 - 180	180 - 250	100 - 160	120 - 220
Senior Finance Manager	100 - 130	130 - 150	70 - 120	100 - 130
Finance Manager	50 - 80	70 - 90	45 - 70	60 - 90
Finance Controller	50 - 90	80 - 120	40 - 60	50 - 75
Finance Business Analyst	25 - 40	40 - 60	20 - 40	30 - 50
Financial Planning Manager	50 - 70	70 - 100	50 - 70	60 - 90
Tax Manager	40 - 50	50 - 100	40 - 60	50 - 80
Cost Controller / Manager	30 - 40	40 - 70	30 - 45	40 - 60
Accounting				
Management Accountant	18 - 30	25 - 50	N/A	N/A
Chief Accountant / Accounting Manager	30 - 60	50 - 80	40 - 65	50 - 75
Financial Accountant	15 - 25	25 - 40	N/A	N/A
General Accountant	25 - 50		12 - 25	20 - 35
Tax Accountant	N/A	N/A	15 - 25	22 - 30
Business Controller	30 - 50	50 - 90	N/A	N/A
Treasury Manager	50 - 65	65 - 100	35 - 55	40 - 60

Professional Services

Market overview

According to the report of the General Statistics Office, GDP of Vietnam in Q3 of 2022 increased 13.67% over the same period last year. This was proved that the “new normal” life in 2022 has resulted in increasing hiring demand in a variety of industries, including Real Estate, Hospitality, Education and Business Consultancy. With the post Covid-19 impact in 2022, new and transformative technologies have been rapidly entering the workplace, allowing hybrid work model, and facilitating an increasingly digital world.

In 2023, the rising trend of digitalisation has had a significant impact on recruitment strategies. Specifically, having strong knowledge of digital and business transformation is one of considerable competitiveness in the hiring process key elements. Besides, the strong comeback of technology-base enterprises investing in Vietnam leads to the growing recruitment need in the sectors of Proptech, Edutech and online sales platforms.



Advices for employers

2023 continues to be a year of digitalisation, companies should invest more in digital transformation to enhance competitive advantages as well as to capture higher demand for flexible working expectation of the employees..

Reskilling and upskilling of Tech skill are essential for their workforce.

Advices for employees

Employees should be well prepared for upskilling in tech-savvy, data visualisation, and data analysis to keep up with the development trends in the fields.

It is good to build up and enhance the customer centricity mindset to penetrate, deeply understand customers and deliver an excellent customer experience.

Strong business acumen and operational excellence are among the top requirements from companies.

Position	HCMC		Hanoi	
	1-5 years of exp.	5+ years of exp.	1-5 years of exp.	5+ years of exp.
Board of management				
General Manager / Managing Director	130 - 180	180 - 350	120 - 180	150 - 270
Country Manager / Chief Representative Office	100 - 130	125 - 160	90 - 120	100 - 180
Sales				
Area Director	85 - 120	115 - 145	70 - 100	80 - 115
Sales Director	80 - 110	100 - 160	80 - 100	90 - 130
Business Development Manager	35 - 60	50 - 75	40 - 60	45 - 75
Area Sales Manager	40 - 60	60 - 75	35 - 45	40 - 60
Marketing				
Marketing Director / CMO	85 - 130	115 - 150	70 - 120	100 - 180
Marketing Manager	45 - 70	60 - 95	45 - 75	60 - 90

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